



WEST RYDE RAILWAY STATION DEVELOPMENT

SHOPFRONT DESIGN GUIDELINES

Cox Richardson Architects and Planners
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INTRODUCTION

These Guidelines apply to each of the ground level retail/commercial tenancies along Ryedale Road and returning into “Railway Place” at the station entrance and “Village Square” at the intersection of Ryedale Road and Herbert Street.

The frontages effected are identified in the attached diagram as a minimum area required to provide visually interesting and varied display to activate the pedestrian environment and maximise the attractiveness of the buildings and the West Ryde Urban Village.

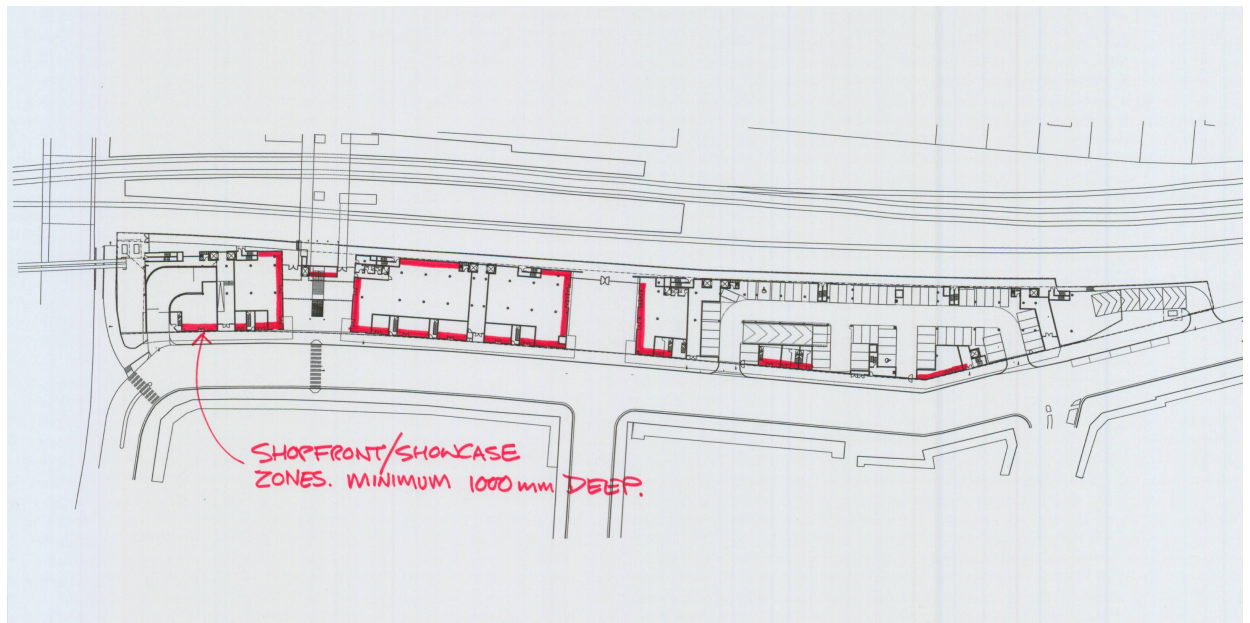
These guidelines include both a range of mandatory controls and a series of optional recommendations as to how shopfronts and showcases might be designed. It is envisaged that the design for each suite will be customised to suit the intended use of the space and the requirements of the tenant/owner.

Variance from the mandatory controls would only be permitted following approval from both the Body Corporate and Department of Planning via a formal Development Application process.

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LOCATION OF SHOPFRONT/SHOWCASE ZONES



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MANDATORY CONTROLS

Only the following items will be permitted within the dedicated 1000mm deep shopfront showcase zone behind the glazing:

- Tenant signage is permitted at the rear of the shopfront/showcase zone up to a maximum of 1.8M2 per tenancy
- 2 and 3 dimensional display demonstrating the goods and services available
- Mannequins
- Café tables and chairs
- Visual screening is only permitted in the shopfront/showcase zone if it is set back 1000mm or more from the glass line and blocks less than 50% of daylight and views into and out of the tenancy behind.

The following are specifically excluded from the shopfront/showcase zone:

- Signage or advertising material fixed to the shopfront glass or framing
- Blinds or other screening devices whether fixed or operable that would obstruct views into or out of the shopfront/showcase zone (other than at the rear of the zone as noted above).
- Office desks or other office equipment (unless these represented the goods for sale)

OTHER RECOMMENDATIONS

The following approaches are encouraged:

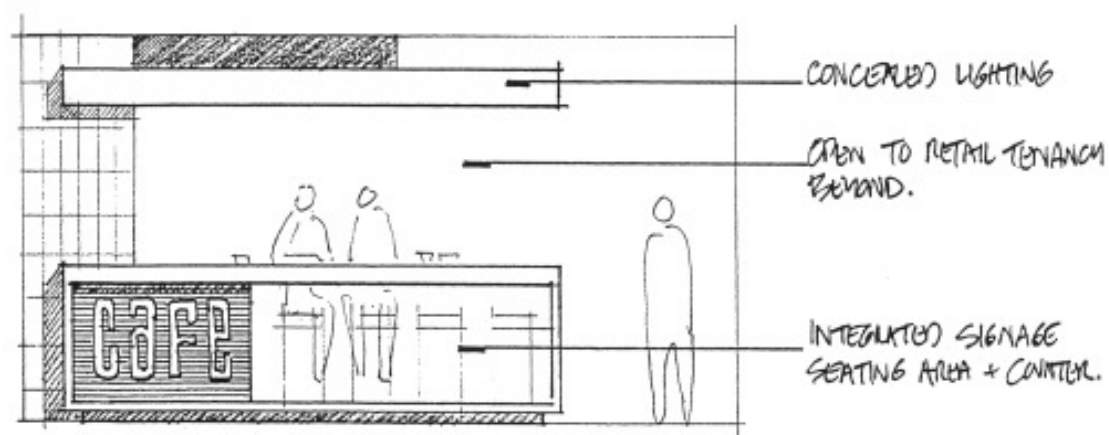
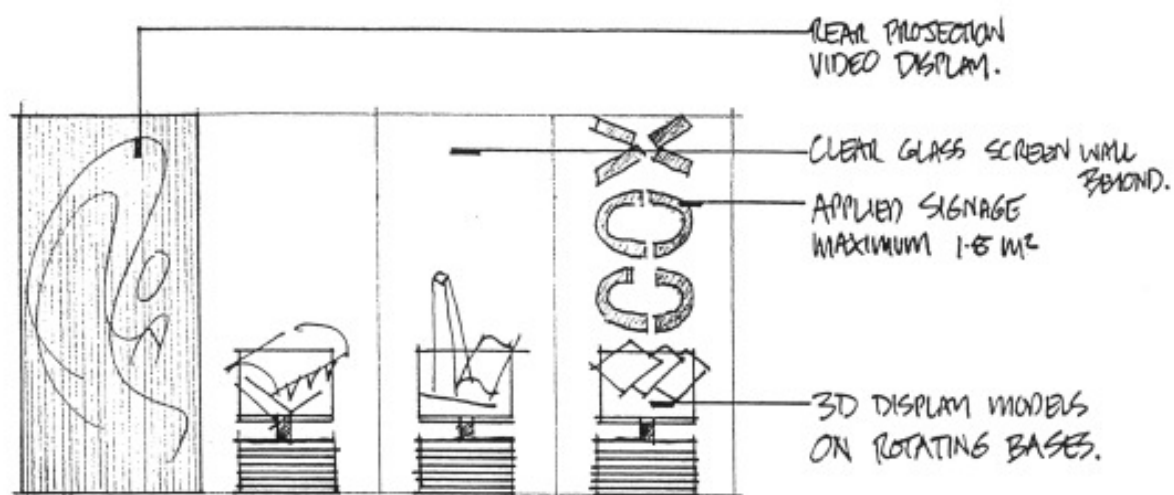
- High quality light fittings
- Lighting up of the display at night
- Active or moving displays such as video display, backlit projections and rotating displays
- Quality graphics, materials and finishes
- High levels of transparency through into the tenant space

With the exception of controls on signage and advertising, the windows outside the shopfront/showcase zone can be treated as required by the tenant, however transparency and visually interesting displays are also encouraged in these areas.

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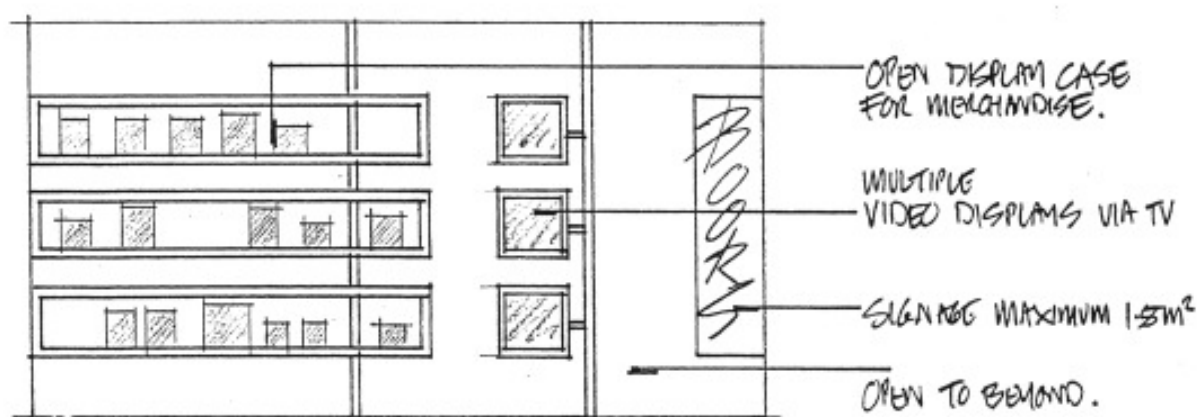
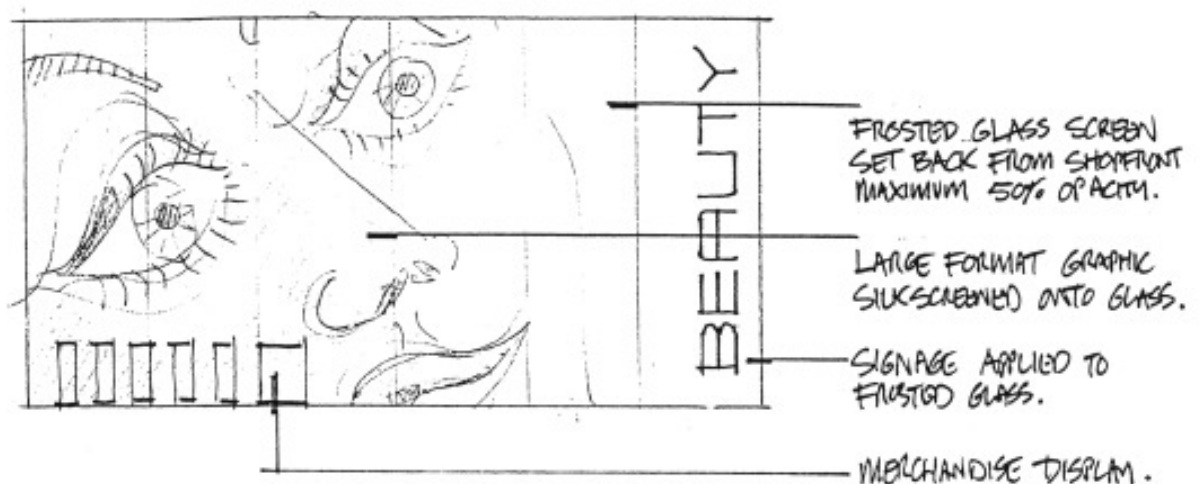
EXAMPLE TREATMENTS



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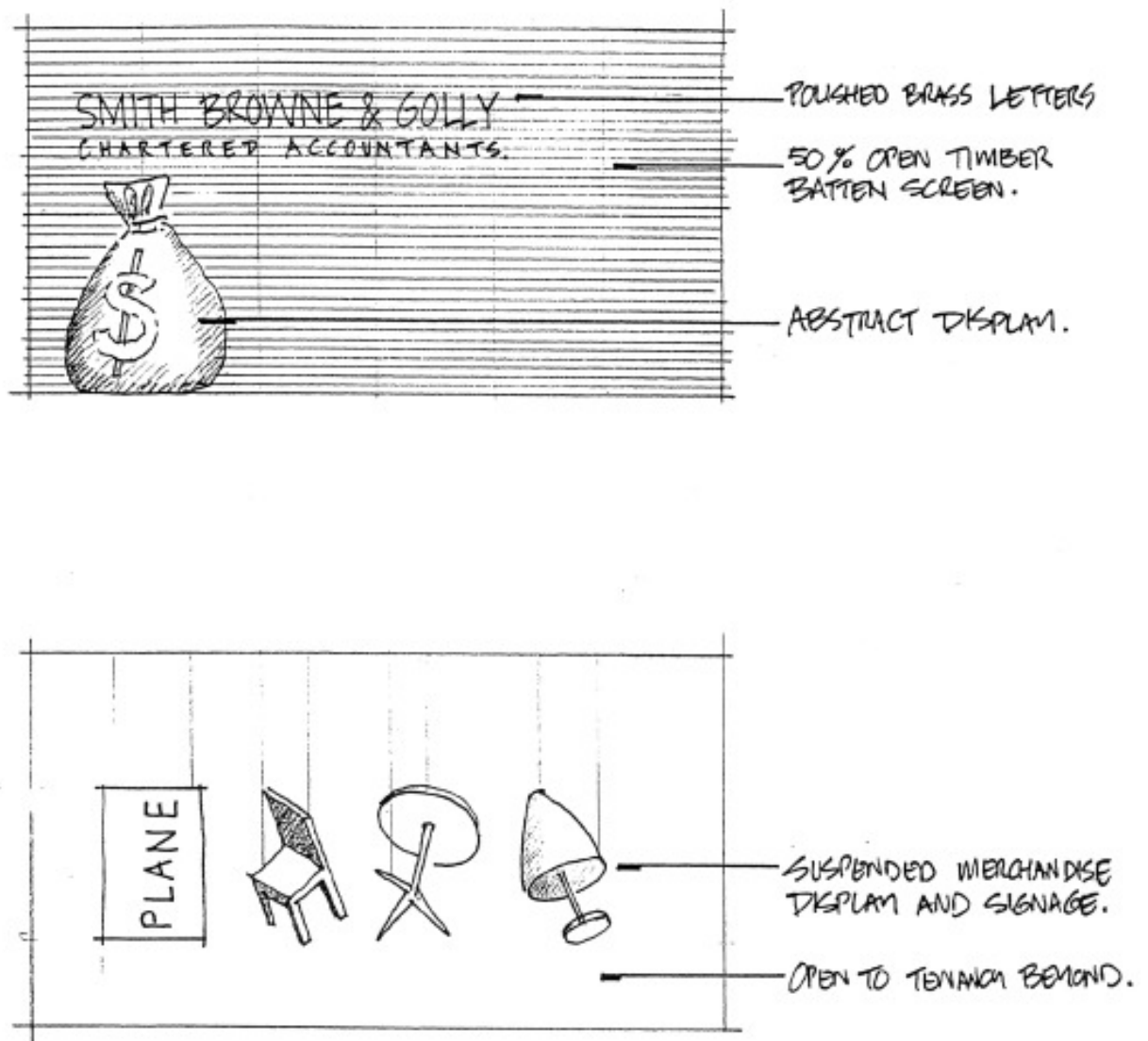
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